

ORDER



Orders
Order / Rev: 703949
Alt Order #: 06259670
Product Desc: OBAMA FOR AMERICA
Estimate: 1537
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 08/01/12 / 10/08/12
Order Type: Political

WFMY-TV

Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	98	\$35,055.00	\$29,796.75
10/15/12	10/21/12	20	\$6,460.00	\$5,491.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	118	\$41,515.00	\$35,287.75	0.00
Totals	118	\$41,515.00	\$35,287.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	10/09/12	10/15/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	MTWTF--	:30	5	\$55.00	P-4	0.00	NM	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--			5		\$55.00	0.00					
E 2	WFMY	10/09/12	10/12/12	M-F 6-8a Good Morning Show	CM	6-8a	-TWTF--	:30	4	\$80.00	P-4	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/09/12	10/15/12	-TWTF--			4		\$80.00	0.00					
E 3	WFMY	10/09/12	10/15/12	CBS This Morning CBS This Morning	CM	8-10a	MTWTF--	:30	10	\$60.00	P-3	0.00	NM	10	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--			10		\$60.00	0.00					
E 4	WFMY	10/13/12	10/13/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S-			1		\$70.00	0.00					
E 5	WFMY	10/14/12	10/14/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S			1		\$70.00	0.00					
E 6	WFMY	10/09/12	10/15/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	5	\$225.00	P-2	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/09/12	10/15/12	MTWTF--			5		\$225.00	0.00					

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WFMY	10/09/12	10/12/12	News2 at Noon News2 at Noon	CM	12-1230p	- TWTF - -	:30	4	\$130.00	P-3	0.00	NM	4	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	- TWTF - -	4		\$130.00		0.00						
E 8	WFMY	10/09/12	10/15/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	MTWTF - -	:30	7	\$275.00	P-2	0.00	NM	7	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF - -	7		\$275.00		0.00						
E 9	WFMY	10/09/12	10/15/12	M-F 2-3p The Talk	CM	2-3p	MTWTF - -	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF - -	5		\$150.00		0.00						
E 10	WFMY	10/09/12	10/12/12	M-F 3-4p Let's Make a Deal	CM	3-4p	- TWTF - -	:30	4	\$95.00	P-3	0.00	NM	4	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	- TWTF - -	4		\$95.00		0.00						
E 11	WFMY	10/14/12	10/14/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	- - - - - S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - - - - S	1		\$200.00		0.00						
E 12	WFMY	10/14/12	10/14/12	Face the Nation Face the Nation	CM	1030-11a	- - - - - S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - - - - S	1		\$500.00		0.00						
E 13	WFMY	10/09/12	10/15/12	M-F 4-5p Ellen Degeneres	CM	4-5p	MTWTF - -	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF - -	5		\$100.00		0.00						
E 14	WFMY	10/09/12	10/15/12	News 2 at 5 News 2 at 5	CM	5-530p	MTWTF - -	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF - -	5		\$225.00		0.00						
E 15	WFMY	10/09/12	10/15/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF - -	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF - -	4		\$350.00		0.00						
E 16	WFMY	10/09/12	10/12/12	CBS Evening News CBS Evening News	CM	630-7p	- TWTF - -	:30	5	\$375.00	P-4	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	- TWTF - -	5		\$375.00		0.00						
E 18	WFMY	10/14/12	10/14/12	News 2 at 6 Sunday News 2 at 6 Sunday	CM	6-630p	- - - - - S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - - - - S	1		\$150.00		0.00						
E 19	WFMY	10/09/12	10/15/12	M-F 7-730p Wheel of Fortune	CM	7-730p	MTWTF - -	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF - -	5		\$550.00		0.00						
E 20	WFMY	10/09/12	10/15/12	M-F 730-8p Jeopardy	CM	730-8p	MTWTF - -	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF - -	5		\$550.00		0.00						
E 21	WFMY	10/13/12	10/13/12	PA (Sa) Sat 7-8p	CM	7-8p	- - - - - S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	- - - - - S-	1		\$150.00		0.00						
E 23	WFMY	10/15/12	10/15/12	Mon Prime B 2 Broke Girls/Mike &	CM	9-10p	M- - - - -	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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E 23	WFMY	10/15/12	10/15/12	Mon Prime B 2 Broke Girls/Mike &	CM	9-10p	M-----	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$1,600.00		0.00				
E 24	WFMY	10/15/12	10/15/12	Mon Prime C Hawaii Five-0	CM	10-11p	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M-----			1		\$850.00		0.00				
E 25	WFMY	10/09/12	10/09/12	Tue Prime A NCIS	CM	8-9p	-T-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-----			1		\$2,000.00		0.00				
E 26	WFMY	10/09/12	10/09/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	-T-----	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-----			1		\$1,750.00		0.00				
E 27	WFMY	10/09/12	10/09/12	Tue Prime C Vegas	CM	10-11p	-T-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-----			1		\$800.00		0.00				
E 28	WFMY	10/10/12	10/10/12	Wed Prime A Survivor: Philippine	CM	8-9p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----			1		\$900.00		0.00				
E 29	WFMY	10/10/12	10/10/12	Wed Prime B Criminal Minds	CM	9-10p	--W----	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----			1		\$1,350.00		0.00				
E 30	WFMY	10/10/12	10/10/12	Wed Prime C CSI: Crime Scene Inv	CM	10-11p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----			1		\$1,200.00		0.00				
E 31	WFMY	10/11/12	10/11/12	Thu Prime A Big Bang Theory/Two	CM	8-9p	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	---T---			1		\$2,000.00		0.00				
E 34	WFMY	10/12/12	10/12/12	Fri Prime A CSI: NY	CM	8-9p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--			1		\$800.00		0.00				
E 35	WFMY	10/12/12	10/12/12	Fri Prime C Blue Bloods	CM	10-11p	----F--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	----F--			1		\$1,300.00		0.00				
E 36	WFMY	10/13/12	10/13/12	Sat Prime A Crimetime Saturday	CM	8-9p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$300.00		0.00				
E 37	WFMY	10/13/12	10/13/12	Sat Prime B Crimetime Saturday	CM	9-10p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$350.00		0.00				
E 38	WFMY	10/13/12	10/13/12	Sat Prime C 48 Hours	CM	10-11p	-----S-	:30	1	\$475.00	P-3	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$475.00		0.00				
E 39	WFMY	10/14/12	10/14/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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E 39	WFMY	10/14/12	10/14/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		1			\$1,000.00		0.00				
E 40	WFMY	10/14/12	10/14/12	Sun Prime B Amazing Race	CM	8-9p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		1			\$1,200.00		0.00				
E 41	WFMY	10/14/12	10/14/12	Sun Prime C The Good Wife	CM	9-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		1			\$1,200.00		0.00				
E 42	WFMY	10/14/12	10/14/12	Sun Prime D The Mentalist	CM	10-11p	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		1			\$900.00		0.00				
E 43	WFMY	10/09/12	10/15/12	News 2 at 11 News 2 at 11	CM	11-1135p	MTWTFSS	:30	7	\$350.00	P-3	0.00	NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/09/12	10/15/12	MTWTFSS		7			\$350.00		0.00				
E 44	WFMY	10/09/12	10/15/12	Letterman David Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$120.00	P-3	0.00	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/09/12	10/15/12	MTWTF--		5			\$120.00		0.00				
E 45	WFMY	10/09/12	10/15/12	Late Late Show Late Late Show	CM	1235-135a	MTWTF--	:30	5	\$10.00	P-4	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/09/12	10/15/12	MTWTF--		5			\$10.00		0.00				
N46	WFMY	10/15/12	10/15/12	M-F 6-8a Good Morning Show	CM	6-8a	M-----	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	M-----		1			\$130.00		0.00				
N47	WFMY	10/15/12	10/15/12	News2 at Noon News2 at Noon	CM	12-1230p	M-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	M-----		1			\$200.00		0.00				
N48	WFMY	10/15/12	10/15/12	M-F 3-4p Let's Make a Deal	CM	3-4p	M-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	M-----		1			\$150.00		0.00				
N49	WFMY	10/15/12	10/15/12	News 2 at 6 News 2 at 6	CM	6-630p	M-----	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	M-----		1			\$525.00		0.00				
Totals													118	\$41,515.00	